

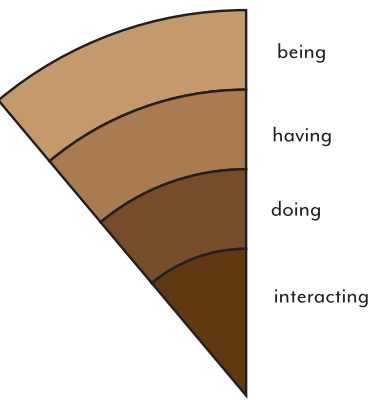
# Lunch Values

15 interviews with Creatives about their habits, routines, and overall relationship with their midday meal.

**FIELD GUIDE QUESTIONS**

What are you eating for lunch today?  
What time do you eat lunch?  
Where do you Do you eat Lunch?  
How do you typically eat lunch?

How long does it take you to, get your lunch? Where and how do you sit to eat your lunch? Alone? With anyone?  
What kind of tupperware do you use?  
If you could change anything about your lunch routine, what would it be?



Using Manfred Max Neef's Matrix of Human Needs and Satisfiers, this data gives insight with how each creative ranks their lunch. The data being plotted are determined from the way in which each individual describes their relationship with prepping, packing and eating lunch.

